

CFEP Board Meeting

January 12, 2015 ~ Minutes

1) Meeting called to order at 7:10 pm – in attendance by:

President, Harwood
Vice President, Gillis
Treasurer, Laio
Website Director, Kimmel-Miner
Secretary/Communications, Takahashi
Donations Coordinator, Bergman
Director, Choi
EPMS Board Vice President, Younger
EPMS Board President, Segrove
Parent/Prospect, Jason Agnew
Parent/Prospect, Michelle Scattergood

2) **Board Updates:**

a. **Secretary's Review of Minutes** – Approved, no comments

b. **Treasurer's Report:**

- Annual Giving Report: Participation remains at 65%
- Only two more pledges/donations since last push in November
- Nudges needed for payment of pledges by monthly installment
- Possible ad for PayPal was discussed for website

c. **EPMS Board Remarks:**

- Friday Folder needs to be distributed to the EPMS Board
- President Segrove & Ms. Hammons discussed site lease with MDUSD. Board wants reassurance from district that we won't be moved at any point. This meeting provided positive feedback.
- Discussion regarding Northgate High School's desire to have its own district, ongoing. Proposal not going far; most representatives did not appear to be in support of the change.
- EPMS Board Policies are being updated: Compensation Committee, Marketing Committee, etc. Teacher compensation and site are very important subjects.
- State of the School meeting will be arranged.
- All CFEP events and possible cancellations to be approved by EPMS Board at annual Board meeting.
- Important function discussed regarding a Walnut Creek Chamber representative from EPMS/CFEP. Also discussion on possibly hosting a Chamber gathering.

3) Discussions:

a. **Annual Giving:**

- Confidentiality is important to our community. Discussed how other schools approach parents with annual giving and the amount. Discussed previous discussion regarding graph per VP Gillis.
- A letter has been sent (individualized by President Harwood). Pledged parents have been given reminders for payment. Message to parents will need to be pushed, however we need to be careful as legal questions have been floating around the State targeting charter schools in this matter. EPMS Board President, Tina Segrove stated that CFEP should not continue marketing efforts for AGC donations from families that have chosen not to participate in the AGC.
- Annual giving letter to possibly be sent earlier before school starts.
- Thank you acknowledgments need to be a priority for all donations.
- Giving back/scholarship lottery was discussed.
- "Jim" is contact for Stargazing – April 17th is the date of event.

b. **Website Update:**

- See Communications (Member, Kimmel-Miner)

c. **Communications:**

- Claycord website is a wonderful marketing tool per EPMS Board President Segrove. A great outlet to market such events such as Dine & Donate and Auction postings. Contact Information: Claycord.com

d. **MOU's and By-Laws:** (Sent via email attachment)

- Director Bergman: Questions with promptness on acknowledgment on any gifts or just monetary gifts.
- Mrs. Mahraj is currently in charge of sending acknowledgments. Director Bergman, concern: Parents not getting receipts and/or acknowledgments in a timely manner. Possible volunteer to handle this to take off Sondra's desk. Director Kimmel-Miner: Bidding for good may be able to do this as a function – Director Bergman to follow up. Auction Committee will need to confirm thank confirmations get handled in a timely manner.
- Director Bergman: on MOU, confirming that we are the stewards of what is donated. President Harwood: CFEP needs to manage this information.
- Director Kimmel-Miner: Would like to get more clarity on CFEP as a whole.
- President Harwood: CFEP and EPMS Board of Directors are responsible for the development and generating correspondence via Marketing Committee. Language needs to be approved for consistency in letters that reach out to the wider community.

e. **Volunteers Needed:**

- Successors for CFEP Members
- CFEP VP
- Donations Coordinator
- 2015-16 Barnes & Noble Coordinator
- 2015-16 Golden Ticket Raffle Manager
- 2015-16 Auction Volunteers
- Auction Shipping Coordinator
- Auction “Wine Pull” Quality Wines needed (4 cases)
- Auction Buy-In Party Organizers
- Grant Prospector
- Grant Tracker
- Prospect Member, Agnew: Place a Facebook blast and website for help wanted.

f. **Auction:**

- “Magic is Something You Make” is theme
- Date is: Saturday, April 25th
- Venue is Corners Tavern in Walnut Creek, CA, time is 5:30 to 9:00
- Tickets prices are \$55 advance and \$70 after March 6th
- Goal is \$70K.
- Auction Team gathered at Corners Tavern recently for food tasting
- Ticket price includes 3 drink tickets (wine, beer, non-alcoholic beverages) and heavy appetizers
- “His and Hers” cocktail will be available for purchase
- Need buy-in party organizers
- Going live March 15th for Bidding for Good online.
- Discussion: could there be an ask at auction checkout to round up to the highest number on total amount owed for extra donation. Slogan, buzz necessary for success.
- Auction Committee will need to confirm acknowledgements are handled in a timely manner. Director Bergman: Christie Elwood and Andrea Guisti are handling this task.
- Transportation: Uber will be available
- Childcare: Encore Gymnastics will be available for possible childcare (additional cost)

g. **Business matching community network pilot:**

- Jason Agnew sending marketing info for Friday Folder.
- Discussed what to name this particular fundraiser; “Back to the Peak” name may be confused with “P.E.A.K.”

h. **CFEP 50/50 Blacktop Sale:** Director Takahashi to email copy of proposal to EPMS Board, per President Segrove, for EPMS Board review and approval.

i. **Grants:**

- Director Choi has applied for possible employee grant through Coach.
- VP Gillis is researching a possible grant from Schwab for AP opportunity.
- President Harwood researching Tesoro Foundation. There are possible issues with eligibility as CFEP is classified by IRS as a “supporting organization”. President Segrove will investigate Tesoro donation grant as a possible opportunity for EPMS (rather than CFEP) since there is evidence of other public school participation.
- Grant Writer needed: We currently have one grant writer. President Harwood will approach interested person for coordinating next year. VP Gillis: Must target parents for specific grant writing skill set.
- President Harwood shared information from phone consultation with grant writer. Fee for services would range \$70-125 for a seasoned writer. May take up to 20 hours for first application.

j. **Dine and Donate:** CPK last month was successful. Yan’s D&D is lunch and dinner, Wednesday, January 21st.

k. **Other Fundraising News:**

- Box Tops goal is \$1,000. Recent collection yielded \$527.
- Students of the Adolescent Program have worked to raise over \$6,200 to date.
- AP dinner event Friday 2/6 at Heather Farm, featuring cuisine from South Korea.
- USeAgain bin outside Room 601 for worn-out shoes & clothes = green two ways!
- Continuing to collect plastic bottles and cans. Ask to collect your neighbors’!!

4) **Next CFEP Meeting:** Monday, February 9, at 7:00pm